

Value-added information is created based on favorite information of a content user. The content is processed according to the generated value-added information. Favorite data indicating operations, such as fast-forward, pause, and rewind operations, performed while the content is being played back, and personal user information, such as the age group, the gender, and the life-style, of the content user are transferred to a server via a network. The server performs statistical processing on the user favorite data to generate value-added information according to the attributes of the user, such as the age group, the gender, and the life-style. Accordingly, the user is able to search for popular titles, play back only popular scenes, and skip uninteresting scenes by using a content playback apparatus.